



PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032  
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Required to respond to a collection of information unless it displays a valid OMB control number.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Express Mail Label No. EL845313513US

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, D. C. 20231

See MPEP chapter 600 concerning utility patent application contents.

- (preferred arrangement set forth below)
- Descriptive Title of the Invention
- Cross Reference to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference sequence listing, a table,  
or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

EXPRESS MAIL CERTIFICATE OF MAILING

Express Mail® Tracking Number: **EL845313513US**  
 If the delivery failed, I am causing this paper or fee to be  
 deposited with the United States Postal Service, 425  
 Postal Point Circle, "Addressee" service on the date indicated  
 below. If that paper or fee has been addressed to  
 Assistant Commissioner for Patents, Washington, D.C.

may 9, 200

April Worley

Signature Don O'Leary Date 5/9/01

5.   X   Oath or Declaration (Total Pages   4  )

- a.        Newly Executed (Original or Copy)
- b.   X   Copy from a Prior Application (37 CFR 1.63(d)  
for Continuation/Divisional with Box 17 completed)
- i.        **DELETIONS OF INVENTOR(S)** Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
- c.        Unsigned.

6. \_\_\_\_\_ Application Data Sheet. (37 CFR 1.76)

7. \_\_\_\_\_ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)

8. \_\_\_\_\_ Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)

- a. \_\_\_\_\_ Computer Readable Form (CRF)
- b. \_\_\_\_\_ Specification Sequence Listing on:
- i. \_\_\_\_\_ CD-ROM or CD-R (2 copies); or
- ii. \_\_\_\_\_ paper
- c. \_\_\_\_\_ Statement verifying identity of above copies

# ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & documents(s))
10. ☐ a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)  
☒ b. Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☒ a. Information Disclosure Statement (IDS)/PTO-1449  
☐ b. Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☐ Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☒ Other: Express Mail Certificate

18A. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation ☒ Divisional ☐ Continuation-in-part (CIP)  
Of Prior Application No.: 09/218,857 Examiner Grant, C. Group Art Unit 2611

(which is a ☐ continuation/ ☐ divisional/ ☐ CIP of prior application no. \_\_\_\_\_,  
which is a ☐ continuation/ ☐ divisional/ ☐ CIP of prior application no. \_\_\_\_\_) (List entire chain of priority)

For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

18B. Statement under 37 CFR 3.73(b) for continuing application:

The undersigned states that Sony Electronics (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel No. 9879 Frame No. 0874 (or a copy of which is attached).

19. Correspondence Address

☐ Customer Number or Bar Code Label \_\_\_\_\_  
or \_\_\_\_\_ (Insert Customer No. or Attach Bar Code Label here)

☒ Correspondence Address Below

NAME Gordon R. Lindeen III

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

ADDRESS 12400 Wilshire Boulevard

Seventh Floor

CITY Los Angeles STATE California ZIP CODE 90025-1026

Country U.S.A. TELEPHONE (303)740-1980 FAX (303)740-6962

Name (PRINT/TYPE): Gordon R. Lindeen III Registration No.: 33,192

Signature: [Signature] Date: 5/9/11

Serial/Patent No.:

Filing/Issue Date: Concurrently Herewith

Client: Sony Electronics

Title: Method and Apparatus for Providing Advertising  
Linked to a Series of a Program

BSTZ File No.: 080398.1159.5

Atty/Sec'y Initials: GLJ/amu

Date Mailed: May 9, 2001

Docket Due Date: \_\_\_\_\_

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

☐ Amendment/Response (\_\_\_\_ pgs.)

☐ Appeal Brief (\_\_\_\_ pgs.) (in triplicate)

☐ Application - Utility (\_\_\_\_ pgs., with cover and abstract)

☐ Application - Rule 1.53(b) Continuation (\_\_\_\_ pgs.)

☒ Application - Rule 1.53(b) Divisional (46 pgs.)

☐ Application - Rule 1.53(b) CIP (\_\_\_\_ pgs.)

☐ Application - Rule 1.53(d) CPA Transmittal (\_\_\_\_ pgs.)

☐ Application - Design (\_\_\_\_ pgs.)

☐ Application - PCT (\_\_\_\_ pgs.)

☐ Application - Provisional (\_\_\_\_ pgs.)

☐ Assignment and Cover Sheet

☒ Certificate of Mailing

☒ Declaration & POA (4 pgs.) from parent app.

☐ Disclosure Doc & Orig & Copy of Invention Signed Later (\_\_\_\_ pgs.)

☒ Drawings: 11 # of sheets includes 11 figures

☒ Express Mail No.: EL845313513US

Check No.: 1476

☐ \_\_\_\_\_ Month(s) Extension of Time

Am't: 1690.

☒ Information Disclosure Statement & PTO 1449 (\_\_\_\_ pgs.)

☐ Check No. \_\_\_\_\_

☐ Issue Fee Transmittal

Am't: \_\_\_\_\_

☐ Notice of Appeal

☐ Petition for Extension of Time

☐ Petition for \_\_\_\_\_

☒ Postcard

☐ Power of Attorney (\_\_\_\_ pgs.)

☐ Preliminary Amendment (\_\_\_\_ pgs.)

☐ Reply Brief (\_\_\_\_ pgs.)

☐ Response to Notice of Missing Parts

☐ Small Entity Declaration for Indep. Inventor/Small Business

☒ Transmittal Letter, in duplicate

☒ Fee Transmittal, in duplicate

☒ Other: Express Mail Certificate

EL845313513US

"Express Mail" mailing label number: EL845313513US

Date of Deposit: May 9, 2001

I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Commissioner of Patents and Trademarks, Washington, D. C. 20231

April Worley  
(Typed or printed name of person mailing paper or fee)

(Signature)  
(Signature of person mailing paper or fee)

5/9/01  
(Date signed)



## 3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for ex parte reexamination	
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	390	216	195	Extension for reply within second month	
117	890	217	445	Extension for reply within third month	
118	1,390	218	695	Extension for reply within fourth month	
128	1,890	228	945	Extension for reply within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,240	241	620	Petition to revive - unintentional	
142	1,240	242	620	Utility issue fee (or reissue)	
143	440	243	220	Design issue fee	
144	600	244	300	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	130	123	130	Petitions related to provisional applications	
126	180	126	180	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	710	246	355	For filing a submission after final rejection (see 37 CFR 1.129(a))	
149	710	249	355	For each additional invention to be examined (see 37 CFR 1.129(b))	
179	710	279	355	Request for Continued Examination (RCE)	
169	900	169	900	Request for expedited examination of a design application	
Other fee (specify) _____					
Other fee (specify) _____					

SUBTOTAL (3) \$0.00

\*Reduced by Basic Filing Fee Paid

## SUBMITTED BY:

Typed or Printed Name: Gordon R. Lindeen III

Signature: *Gordon R. Lindeen III*

Date: 5/6/11

Reg. Number: 33,192

Telephone Number: 303-740-1980

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.